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Abstract of the Invention

1 A system and method for conducting surveys, and, more particularly,
2 an at least partially automated and efficient system and method for collecting,
3 processing, and displaying customer satisfaction survey information that
4 enables a product or service provider to evaluate the quality of goods and/or
5 services received based on ratings and reports obtained by performing
6 surveys of customers, employees, and/or staff. The system utilizes an
7 execution platform using a clinical process improvement methodology. The
8 system provides the execution platform with software scripts implementing the
9 clinical improvement process, using drill-down questioning techniques and
10 verbatim comments tailored to the survey participants comments and/or
11 status information to gain insights into the participants' reasons for their
12 opinions. The system obtains raw survey data and processes that data into
13 useful survey information, such as graphs and charts, for presenting to survey
14 consumers (i.e., system users) who may be remotely located. In this way the
15 system and method can be utilized in a quality improvement program for any
16 service or product provider.